

International product policies		Target / segment by	Practices and complications - distribution	
Why Firms Alter Products	Legal, Cultural or Economic reasons	Country	Distribution	the course that goods take between production and consumption
Product line decisions depend on	Sales, cost and product life cycle considerations	Global segment	Physical path or legal title	
Marketing Strategies - depends on orientation		Multiple criteria	Distribution can vary substantially among countries	
Production Sales Customer Strategic Social marketing				Country differences may req alt approach
Promotion	Standardized advertising: low sales \$, better quality. common messages. global image, rapid entry. May have issues with legal, language and matching market needs	Push / Pull	Distribution can be difficult to change	
International branding strategies				Practices and complications - Internet
Worldwide brand pros	Global image and player ID	Opportunities	When choosing distributors and channels	is internal handling feasible, which distributors are qualified, reliability
Worldwide brand Cons	Language, brand aquisition, country of origin,, generic and near generic names	Problems	firms must consider	
Marketing mix may vary				May need to give distributors Incentives, confidence in product, successful products
Gap analysis	estimating potential sales by identifying prospects not serving adequately. Usage, line, distribution, competitive	Potential obstacles	Cause cost diff in countries	Infrastructure, levels in distribution, retail inefficiencies, size and hour restrictions, inventory stick outs
Marketing principles in foreign markets				Pricing strategy complexities
similar to those in domestic markets:		Tactics	Potential obstacles	Government intervention via min/max \$ or prohibiting pricing strategys. Market diversity.
Product, Price, Promotion, Place. But may need to be adapted.		Export price escalation	Tactics	Skimming, penetration, cost-plus
Gray market or product diversion				Fluctuations in currency value
				Gray market or product diversion

cheatography.com/nataliemoore/

www.clipto.com/transcribe-audio-video-to-text-free?via=natalie

Published 4th June, 2014.

Last updated 12th May, 2016.

Page 1 of 1.

Sponsored by **Readable.com**

Measure your website readability!

<https://readable.com>